

WHAT IS CLAIMED IS:

1. A method of organizing access to various multimedia services comprising the steps of:  
defining a multiple axis framework;  
locating each said multimedia service within said framework; and  
allowing a User to select a desired one of said multimedia services by identifying coordinates with respect to one or more of said axes.
  
2. The method of claim 1 wherein said various multimedia services include services provided via various communication networks.
  
3. The method of claim 2 applied to converging networks, thereby integrating access to make content planes transparent to User.
  
4. The method of claim 2 applied to converging networks, whereby End Users do not have to shift paradigms, or be aware of which plane they are on and where they want to go, in order to change content selection.
  
5. The method of claim 2 wherein said multiple axes comprise three axes.
  
6. The method of claim 5 wherein said three axes comprise: mode, Provider and theme axes.
  
7. The method of claim 6 comprising the step of presenting different layers of said multiple axis framework to said User.
  
8. The method of claim 7 wherein said step of presenting comprises the step of presenting different layers of said multiple axis framework to said User via a graphic user interface (GUI).
  
9. The method of claim 7 wherein the ordering of said layers may be varied.

10. The method of claim 9, further comprising the steps of:  
responding to a desired one of said multimedia services being selected by a User, by:  
switching the input of said selected service to an output; and  
converting the format of said selected service as required to suit said output.
11. The method of claim 10 wherein said step of converting is performed using a software driver with a common API (Application Programming Interface).
12. The method of claim 10 wherein said step of converting comprises the steps of:  
converting the format of said selected service to an intermediate (meta) format; and subsequently  
converting the format of said selected service from said intermediate (meta) format as required to suit said output.
13. The method of claim 12, further comprising the step of handling the logistics of billing and monitoring usage of services in an integrated manner.
14. The method of claim 2, wherein said various communication networks include an Internet network.
15. The method of claim 2, wherein said various communication networks include a video on demand service.
16. The method of claim 2, wherein said various communication networks include a public switched telephone network.
17. The method of claim 2, wherein said various communication networks include a broadcast network.

18. A multi media server comprising:  
means for defining a multiple axis framework;  
means for locating each said multimedia service within said framework; and  
means for allowing a User to select a desired one of said multimedia services by  
identifying coordinates with respect to one or more of said axes.
19. A multi media system comprising:  
an End User terminal;  
a Service Provider; and  
a communication network connecting said End User terminal and said Service  
Provider;  
said Service Provider being operable to:  
define a multiple axis framework;  
locate each said multimedia service within said framework; and  
allow a User to select a desired one of said multimedia services by identifying  
coordinates with respect to one or more of said axes.